Messaging on forums

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Contacting people on forums

- The best way to contact people on forums is to direct message them
- Unfortunately, not all forums have direct messaging capabilities, so you might have to respond publicly to one of their posts
- First, you have to find a thread that might be related to your product
  - #1 Search through the embedded search feature of the forum (they're usually awful)
  - #2 Google site:forumname.com + your search terms

    Don't forget to search for the key phases that complain-y people might say
- Once you find some potential customers, there are 2 types of messages you can send:

  #1 Respond to something they said, trying to solve their problem

#2 Ask them for feedback on your product

- How to get your product links in your message:

  #1 Suggest it as a solution to their problem

  #2 Put the link in your footer

  #3 Openly state that you own the product